

# Alpha ATTRACTION



**33**  
Rules

For Mastering  
Your Success With **Women**



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Your Success with Women**



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## Introduction

I've been teaching dating tips to men for several years, and to this day, it never ceases to amaze me how much bad information is out there.

*Be a gentleman. Wait two days before calling her. Never challenge her viewpoints.*

These are just some of the worthless advice being peddled to guys everywhere. Each week, I get letters from men wondering why they're not having success, and the reason is simple...

It did nothing for their **personal development**.

If you want to achieve maximum success with the opposite sex, you need to drop the superficial nonsense and develop your internal character. If this sounds difficult to do, that's because it is, but anything worth having isn't easily obtained. Fortunately for you, I've gone the extra mile by relaying all of my secrets, which you're currently holding in your hands.

If you've read my first product, [Flirt Mastery](#), then you know how the correct usage of conversation can create a powerful sexual attraction. In response to that product, I received a TON of feedback from guys who've seen what the right kind of dialogue with a woman can do, and are eager to learn more.

They want to know it all, and it's right here in this guide.

The following are **33 rules** dedicated towards developing the inner workings of your mind, improving your conversation skills, and honing your overall success with

women. Make a habit out of reading this material daily, and you'll become a master seducer in no time.

## Rule #1 – Be High Status

**Being attractive to women is NOT about saying a few lines and hoping for the best.** Instead, it involves demonstrating the core personality traits which attract all women. One of the most important characteristics you need to display is the principle of "*higher status*."

What this means is that whenever you're around a woman, you must take specific actions that demonstrate your value as a person. Since people (especially women) look to others for social proof, you'll increase your chances of success if she thinks you're a guy with high status.

### **So how do you establish higher status?**

The truth is that higher status is a hard thing for many guys to acquire. It's often a matter of being able to walk into a room full of strangers and find a way to instantly become "top dog." To increase your chances of demonstrating higher status, you need to incorporate a variety of personality traits.

### **Here are some of the actions you can take to show higher status:**

- λ Have a lot of friends (especially women) around you who say complementary things about you.
- λ Be the leader of your group.
- λ Use teasing, flirting, and funny stories to create an interesting personality.
- λ Show alpha-male traits like confidence, integrity, strength-of-character, and respect.
- λ Demonstrate confident body language.



By demonstrating higher status around women, you'll instantly become more attractive. In fact, if you learn to cultivate this attitude everywhere you go, girls will be naturally drawn to your presence. Like the old adage says:  
*"I think, therefore I am."*

## Rule #2 – Act like a Man

It's no secret that the best way to make a lasting change on your success is to change yourself from the inside out. In other words, if you want to attract and date more women, the best way to do so is to work YOURSELF first.

In other words, you have to learn how to become a **MAN!**

It takes more than a chest full of hair to qualify as a grown up, and unfortunately, most guys learn this the hard way. The truth is that A LOT of women are fed up with dating guys who act like little boys. If you can learn what is attractive to women, then you'll stand out from these low-status men.

### ***So why is it important to become a man?***

It's simple. By being a real man, you'll exude a variety of positive characteristics. These core traits can help you become more naturally attractive to women. Now only one question remains...

What traits should you develop?

In my opinion, there are a number of strong characteristics which display manliness. Here are just a few of them:

- λ Honor
- λ Integrity
- λ Passion for life
- λ Goal orientation
- λ Confidence
- λ Humility

- λ Calmness under pressure
- λ Generosity to friends, family, and even strangers
- λ Leadership
- λ Courage and conviction
- λ Decisiveness
- λ Humor

You might be overwhelmed by the number of traits I've described, as it definitely sounds like a lot to work on. However, if you want to become more attractive to women, then you **MUST** do your best to work on all these areas of your life. (And in my [Flirt Mastery course](#), I give **24 specific traits** that women want from a man and how to develop them)

Share this list with a trusted friend or family member, and ask them to be honest with you in regards to how you stack up. In fact, I challenge you to take each trait and rate *yourself* on how well you fit each description. Be honest, and make a conscious effort to improve upon whatever qualities you feel you're lacking.

I guarantee the more you work on yourself, the more you'll naturally attract women.

## Rule #3 – Have Confidence

When it comes to dating and attracting women, much of your success depends on your self confidence. The more confidence you have, the better off you'll be!

*So what should you do if you lack self-confidence around women?* The good news is that a confident front can be faked in the short term, and honed for long-term success. Here are a few tips you can use to raise your self-esteem:

### **λ Learn to relax.**

Before approaching women, put yourself in a relaxed state by paying attention to your posture and body, and concentrate on a positive outcome from the conversation you're about to have. If you can remove all expectations, you'll become more relaxed around women. So remind yourself that any negative outcome won't affect your life.

### **λ Try meditation and exercising.**

There are certain activities (*i.e. meditation, yoga, and tai-chi*) which will make you more relaxed. By practicing these exercises, you'll be able to put yourself in a positive state-of-mind whenever you choose, including the times when you're trying to pick up women. So if you're serious about building self confidence, try one of these activities.

### **λ Use your strengths.**

One quick way to build self-confidence is to write down all of the qualities that make you a great person. Then, whenever you're faced with a situation where you're not feeling confident, just recite the affirmations about your

personal strengths. By mentally reviewing your assets, you'll be able to quickly ramp up your levels of confidence.

λ **Be positive at all times.**

It's widely known that guys who smile and have a positive outlook tend to attract more women. So no matter what you're feeling inside, ALWAYS have an upbeat attitude, and do your best to be a guy who women enjoy being around. Emotions are contagious, so even when you "fake" confidence, you'll eventually begin to feel as though you're on top of the world!

## Rule #4 – Challenge Women

Let's talk about the "nice guy." He is the man who tries too hard with women. He's always ready to buy gifts and do favors for girls he likes, but because of this supplicating behavior, he ends up repelling instead of attracting them.

Without going into too much female psychology, the nice guy **presents no challenge to women**. A big secret about women is that they want a man who makes them work for his attention. Nice guys are too readily available.

You **HAVE** to demonstrate that you're a challenge to any woman you're trying to attract. This means you should create a strict set of standards, and **ONLY** do things if they comply with your personal code. Furthermore, you should challenge women if they're disrespecting you or not matching up to your expectations.

While you might feel weird or think you're being rude by treating women this way, these are strict rules for attracting them. By not kissing a girl's ass and doing everything she asks, you're getting rid of the "nice guy" persona. This will help you transform yourself into the kind of man who all women desire.

## Rule #5 – Never Be Average

When it comes to dating women, you'll face a lot of obstacles and problems, but one of these should *never* be your personality.

Persona is something which can make or break your ability to attract women. For instance, if you're too nice, then women will walk all over you. On the other hand, if you act too much like a jerk, then women will be turned off by your arrogant behavior.

There are a lot of personality traits which can hurt your overall success with women. Perhaps the biggest mistake you could make is...

### **Being AVERAGE!**

A lot of guys tend to treat women with gentle care. They're polite, agree with everything they say, and make sure to ONLY talk about safe topics. If this sounds like you, then allow me to say one thing...

If you act like an average guy, **you're going to get average results!**

On the other hand, if you want to attract a woman, you have to find a way to stand out from the crowd. This means becoming someone who is exciting and interesting. When you talk to a woman, don't be afraid to take some risks. Ask interesting questions, make sexual innuendos, or playfully tease her.

Simply put: do stuff that will make you stand out in her mind in a **positive** way.

Let's be honest: Good-looking women are ALWAYS getting hit on by other guys, so in order to stand out from the crowd, you have to go beyond the norm and become somebody who is unique.

Finally, you might be afraid that some women will be offended by your behavior. Personally, I think it's a good idea to run the risk of offending people, and here's why...

If you're with a woman who has NO sense of humor, then your behavior was able to quickly eliminate her as a prospect. Ultimately, you have saved yourself a lot of time and effort.

EXTRAORDINARY results with women means you have to rise above the average men of the world!



## Rule #6 – Have a Busy Life

There are many characteristics that women find attractive in a man. As we've discussed, "*alpha-male traits*" show women that you're a high-status guy who is worth knowing. This makes you seem fun and interesting, so it's important to demonstrate specific qualities which women want from men.

For instance, I was recently rereading one of my favorite books where the author discussed how being a "busy guy" can help you build attraction with women you know. In a nutshell, he said girls are naturally attracted to men who have interesting things going on.

Now the truth is that MANY guys are terrible at following up with women after getting a phone number or email address. Generally what happens is the attraction they built during the initial meeting falls flat, and they can't set up a date.

Between meeting a woman and contacting her, a lot of things can draw her attention away from you, so it's important to reestablish that connection and make her interested in you. Since she probably has a lot of things happening in her life, you have to find a way to stand out in her mind.

**The best way to do this is to act like a busy guy.**

As I mentioned before, women are extremely attracted to men who have exciting and interesting lives, so she'll be more attracted to you if she thinks you have a lot going on

in your life. In a way, you're displaying higher value by letting her know that you're not a guy who sits around the house nervously waiting for her call.

Also, by acting like a busy guy, she'll subconsciously think you might be dating other women. If this woman thinks she has a bit of competition, she'll work hard to make an impression the next time you meet.

***To act like a busy guy, you need to do the following...***

When you initially call her, let her know that you have a lot happening during the week. Then you tell her that you want to make definite plans on a specific day. Emphasize that you want to see her again, but "things have been crazy" in your life.

After you make plans (i.e. set up a date), cut the conversation short, and tell her you have a lot of things to get done. Be vague about what you're doing, but make it sound interesting.

Finally, once you go on the date, mention all the activities that you do. In other words, let her know that you have a busy life, but you're willing to let her be part of it.

If you can demonstrate that you have an active life, you'll discover that women will find you more attractive.

## Rule #7 – Be Proactive AND Persistent

Here's a rule that I'm a little hesitant to discuss, so I urge you to read and understand it FULLY before you follow my advice. Anyway, the tip is simple: When meeting (*and dating*) women, **you have to be PERSISTANT**.

Now before you go out and start stalking every woman you meet, let me explain what I mean about persistence. In a nutshell, being persistent means that you shouldn't be afraid to follow up with a woman whom you have chemistry with. I DON'T mean you should stalk every girl you "really like."

So when I tell you to be persistent, I mean you should make an effort when it comes to pursuing women. In other words, don't listen to your buddies and wait seven days to call her, and don't blow her off every time she wants to hang out because you want to "seem cool."

Instead, actively call her and set up dates. Remember that most women let guys make the first move. If you're waiting around for her to call, then you might miss out on an opportunity with a great girl.

Also, it's important to remember that women have busy lives just like you, so while she might be interested in you, there could be outside factors which require her attention. A woman might still have interest even if she's not making the first move. What this means is it's up to YOU to follow up and set up a date.

Now there's the reverse side to being persistent...

Eventually, you'll encounter a girl who won't return your calls. This is the point where your persistence must STOP. If she doesn't return a number of your calls, then she doesn't want to talk to you.

I know this sounds harsh, but you should NEVER stalk a woman who has no interest in you. So remember that persistence is a great attitude. Don't be afraid to follow up with women and set up dates, but always remember that there are certain times when it's important to stop pursuing a woman and move on!

In addition to persistence, **it's equally important that you be PROACTIVE when pursuing the opposite sex.**

Like persistence, being proactive will increase your success with women. The funny thing is that many guys think playing games is the best way to increase attraction. In other words, they follow the advice of waiting two or three days before calling a girl. The logic is that women will be attracted because they're forced to do the pursuing.

Believe it or not, this technique RARELY works!

**Think of it this way:** Women (like men) get busy with their lives. After grabbing a woman's number, you're in direct competition for her time against her job, family, and other guys. When she gets busy, she'll probably have to ditch something in her life, and since you've just met her, it'll probably be YOU.

Now once she decides that you're expendable, all of your efforts will have been wasted. When this happens, you only

have yourself to blame. By not calling her, you've killed your chances of making a connection to that girl.

As you can see, being proactive is an incredibly important trait to develop. When you pursue women and immediately make the first call (within two days), you stand out in her mind. As a result, your chances of success will dramatically increase.

When you develop a proactive personality, you'll become the guy who has more women in his life. You'll date more and will have more opportunities for finding someone special.

So ask yourself which guy gets laid more:

*The guy who waits for women to call first?*

OR

*The guy who is proactive and quickly follows up with women?*

Just remember that getting a phone number is the FIRST step in the dating process. If you become a proactive guy, you'll have the skills for turning those digits into dates and fun times!

## Rule #8 – Be a Fun Guy

*It's happened to ALL of us...* There are times when the process of meeting women can become tedious. Since the art of attracting women requires a TON of effort, it can be both stressful and tiresome. Sometimes, it just doesn't seem worth your time.

### **Often a night out can include:**

- λ Spending money
- λ Having to project a confident and energetic persona at ALL times
- λ Approaching dozens of "sets" or groups of women
- λ Going out night after night
- λ Being rejected by women when you're approach techniques aren't working

As you can see, there is A LOT involved with trying to learn the subtle art of the pick-up artist, so it's only human if you sometimes forget the MAIN reason that you're on this path. Whatever the case, there is something you must always keep in mind...

If you're not having FUN during this whole process, then you'll have little chance of success.

The truth is that how we feel inside is always shown on the outside. If you're not having fun when meeting women, then you'll project a bored-looking demeanor. When this happens, you'll kill your chances of success.

What's the answer? Well it's simple: You must learn to enjoy the whole experience of meeting and attracting women. Have fun out there, even if you fail.

Also, when you go out, it helps if you're enjoying other things BESIDES trying to meet women. For instance, you can check out a new band, have fun with your buddies, or simply talk to women because you want to meet a new person.

The more you enjoy yourself, the more you'll project an aura of positive energy and confidence. When this happens, trying to meet women won't seem so tedious. In fact, you can expect your success to skyrocket!

## Rule #9 – Have an “I Don’t Care” Attitude

Your attitude has a **direct** affect on your success with women. The difference between going home alone or with a beautiful woman depends on how you present yourself.

The problem is that many guys have major problems with women because they're projecting the wrong kind of attitude. In essence, they're allowing their neediness to be obvious.

If you know anything about the laws of attraction, then you understand what women REALLY want from men. The majority of them are interested in guys who can establish a high level of status and act in a confident manner. When you act in a needy manner, you're basically giving off a desperate appearance, which leads up to the point of this tip...

In order to attract women, you have to learn how to project an ***“I don't care”*** personality.

Although this seems to go against common sense, women are wildly attracted to guys who don't seem to care about “scoring” or succeeding with them. If you can project an aloof attitude around women, you'll stand out from other guys for one simple reason...

You're *not* hitting on them.

This law of attraction can easily be explained by basic economics, especially when it comes to “supply and demand.” In a nutshell, the less available a good's supply is, the greater it's demanded. If you apply this logic to your seduction techniques, you'll see how flawlessly it works.



It's just human nature to want what one can't have, and this is certainly true when it comes to dating and relationships. With that being said, if a woman sees that you're not wrapped around her finger, she's going to want you all the more. By carrying yourself with an *"I don't care what happens"* attitude, you'll seem like a man who isn't concerned about the outcomes of interacting with women...

And you'll reap all the benefits of doing so.

## Rule #10 – YOU are in Control

In addition to being confident and unconcerned with outcomes, it's also important that you maintain **control** of every situation you encounter.

The attitude you display around women is one of the most important ways to determine your overall success. When you show women the proper kind of attitude, you'll discover that it's quite easy to attract them. So the more dominant and in control you act, the more you'll find that women will comply with your requests.

Here's what I mean...

In the dating scene, **women always encounter weak guys** who act needy and are constantly looking to them for approval. By acting in a position of dominance and competence, you're demonstrating that you have confidence in yourself, and you're not afraid to show it.

You can display this personality trait by paying attention to a woman's body language during your interaction. Then use this information to establish control of the situation.

What I mean is that there will be several occasions when a woman will tell you one thing verbally, but her body language says something completely different. So when you're talking to a woman, use what she's saying with her **BODY LANGUAGE** to control her.

Here are several examples of how to be in control:

- λ Disagree with her viewpoints, and alter her opinions to match yours.

- λ Do nice things for a woman because YOU want to, not because she asks you to.
- λ If she's laughing during your conversation and saying "Stop that," you know she's enjoying your interaction.

Having a dominant personality is a great way to convey to women that you're not able to be controlled. When you show this personality trait, a woman knows you're coming from a place of higher status, and she has to step up her game in order to impress YOU.

## Rule #11 – Fix What's Holding You Back

A lot of the people that come to my [Flirt Mastery](#) site send me emails which talk about their physical defects, and how they're preventing them from meeting and attracting women.

For instance, many guys feel they're too bald or overweight to attract a woman. In fact, these men OBSESS over these "flaws" so much that they become paralyzed with fear when talking to a woman. So let me set the record straight on this...

You CAN attract women no matter what you look like.

I've seen some of the UGLIEST and FATTEST guys attract women just by having an interesting personality.

**And you can do the same!**

BUT...

There are times when you feel like a physical characteristic is holding you back. My advice is to fix what you can, and ACCEPT the things you can't control.

For instance, let's say you're a short person. Because your height is something you can't fix, you know there is nothing you can do to become taller. So instead of worrying about being short, learn to develop your flirting skills to the point where your height won't matter.

On the other hand, if you have a physical defect which you can control, make every attempt to change it. For instance, if you're overweight, try losing a few pounds. If you're going bald, try to shave your head and cultivate a unique

look. Ask some trusted girl friends what they think would work best for you, and branch out with a new look.

Just remember that no matter how you appear physically, your success with women is not dictated by your looks or defects. If you can learn to attract women through your personality, then you'll get past the physical flaws that you think are holding you back.

## Rule #12 – Eliminate Your “Sticking Points”

All guys have strengths and weaknesses when it comes to dating women. While you might be really good at one thing, you're probably being held back by one of your weaknesses.

For instance, you could be great at approaching a woman, but have trouble with "closing the deal" and grabbing her number. So no matter what you're good at, there are specific problem areas which have a negative impact on your life.

Bottom line...

Your weaknesses are the **sticking points** which keep you from becoming from mastering your success with women. In order to improve, you must identify the sticking points which hold you back. As soon as you do, work hard at improving them.

Break down your dating life into individual steps, then figure which ones are holding back your success. This can include the following:

- λ Making eye contact
- λ The approach
- λ Initiating conversation and openers
- λ Projecting positive body language and picking up on her subtle cues
- λ Being confident and giving off a positive aura
- λ Knowing how to tease and flirt
- λ Creating great conversations and having stuff to say

- λ Getting her number and setting up a date
- λ Progressing from the date to the bedroom

As you can see, there are a lot of potential sticking points which could be holding you back. When you're trying to attract women, it's important to self analyze and figure out which parts of your game are holding you back. Then work on them until they are no more.

Sticking points are part of every guy's game. If you know how to handle them, you'll dramatically increase your success with women.

## Rule #13 – Embrace Failure

The way you view an event determines how much you can learn from each experience!

*What do I mean?* It's simple: How you view the world has a direct impact on your success with women. If you beat yourself up every time a woman rejects you, then you won't make any progress with your dating life.

On the other hand, if you develop a positive attitude about life, you'll discover how to learn from each experience and grow as a man!

A while back, I discovered an interesting thing about men and how they view rejection. Whenever a guy is turned down by a woman, he uses "self-talk" to beat himself up. If a guy is rejected by a girl, he thinks there must be something wrong with *him*!

In order to experience DRAMATIC growth in your dating life, you must learn to develop a positive outlook on EACH interaction with a woman regardless of the outcome! To do this, you can try a simple, cognitive-psychology technique called "Reframing."

**The Reframing Technique** is easy to learn, and it follows a simple pattern: Whenever you're faced with a potentially-negative outcome, learn to discover the **positive** results from the situation. This means asking yourself what **benefit** you just received from the negative situation.



While you may think it sounds like a lot of “psycho-babble,” I’ve discovered that reframing is an excellent way to learn from each experience. And by doing this regularly, you’ll experience dramatic success with women.

### **Here’s an example of how reframing would work:**

Let’s say you learned a brand new conversation starter that you want to test out. You head over to your local bar and approach ten groups of women. The problem is that all ten groups reject you!

Most guys would view this as a negative experience and feel that they’re not “*good-looking enough*” to attract a woman. However, YOU understand the importance of reframing. You look at this situation and examine what benefit you’ve just received. By being rejected by ten women, you have concrete proof that the opener does NOT work for you. This means that you have to go back and find a new way to approach women.

Plus, by approaching ten groups of women, you’ve just acquired ten new experiences you can use to overcome your approach anxiety. Simply by initiating conversations with this many groups, you’ve learned that approaching isn’t as hard as you once thought.

In order to master your success with women, you should adopt a positive outlook at everything you experience. By implementing the Reframing Technique, you’ll discover that every negative outcome will help you grow as a person!

## Rule #14 – Look the Part

Perhaps the question I get asked the most is if a guy needs looks or money to attract women. My response to this question is always a resounding NO! But there is one MAJOR catch to this statement: While I think you have the ability to attract women, you still need to have a top-notch personal appearance.

*Confused by this statement? If so, let me explain...*

While you don't have to be good looking to be desired by women, you still need to present an appearance which is attractive. When I talk about appearance, I mean you should do everything to look your BEST. In other words, the clothes you wear and how you display your body language will have a direct impact on your success rate.

Here are a few ways to dramatically improve your personal appearance:

### **λ Smile every time you meet a woman.**

If done properly, your smile can be your “secret weapon” for attracting women. The trick is to learn how to smile as a reflex every time you approach a woman. If you don't have a natural smile, take the time to practice it.

In addition to smiling, it's equally important to display a mouth which is free from stains or bad breath. So remember to brush and floss twice a day. Furthermore liberally use breath mints and gum.

### λ **Wear fashionable clothes.**

If you want to meet attractive women, you have to be willing to wear fashionable clothes. With that being said, you might have to make a few financial sacrifices if you want a wardrobe that will impress girls.

The key to improving your attire is to purchase some clothes which match today's latest fashions. While you don't have to go out and buy a whole new closet, you should spend a little extra money on a few items which look REALLY good on you. Simply take the time to find which items flatter YOU, and you'll make a dramatic improvement.

### λ **Have great hygiene**

Like your smile, it's extremely critical to have proper hygiene. This means shaving, putting on deodorant, getting a haircut, and showering regularly. If you look like a slob, you'll end up attracting slob-like women.

The guys who are really successful know that attractive women go for confident and sharp-looking men. In order to be like them, you must look your best. Just remember that your personal appearance is the first thing a woman will see, so make sure you present yourself in the best possible light.

## Rule #15 – More on Hygiene

*Do you like when women scream and run away from you?*

I didn't think so. Hygiene is so important, that I've dedicated an entire tip solely to the subject. If you're having difficulty sealing the deal when it comes to women, there a real possibility that you're not taking care of your grooming habits.

### **Here's what I mean...**

In almost every social situation, I've noticed there is that ONE guy who tries hard to attract women, but doesn't take the time to work on his appearance. What he doesn't realize is that poor hygiene turns off women instead of attracting them. By NOT taking a half hour each day for cleaning up, he's eliminating (not minimizing) his chances for success.

In the [Flirt Mastery](#) course, there is great information for being attractive to women. It's my hope that I supply enough free information to help you overcome bad looks, social awkwardness, or a lack of confidence. However there is NOTHING I can do to help you if you don't take the time to work on your hygiene.

What's frustrating is that having good personal hygiene is the one area in which you have COMPLETE control, yet I see a number of guys who don't make an effort in this area of their lives. If you want to ensure a top-notch

appearance, you should do the following EACH time before you go out to meet women:

- λ Shower (using an ample amount of soap, shampoo, and conditioner).
- λ Clean your ears out with Q-Tips.
- λ Shave or trim your facial hair.
- λ Apply deodorant.
- λ Brush your teeth, and use dental floss.
- λ Apply cologne.
- λ Trim any nose, eyebrow, or ear hair you have.
- λ Dress in a neat manner.

While these grooming tips may seem like common sense, a lot of guys seem to forget the importance of taking care of their appearance. Just remember that NO tip or technique will work if you have a lousy appearance or poor hygiene. Ultimately, if you want to maximize your ability to attract women, simply spend a little time each day grooming yourself.

As I always say: *"If you look like a slob, you'll attract slob-like women!"*

## Rule #16 – Demonstrate Strong Body Language

Being attractive to women sometimes doesn't depend upon your words. Instead, it can depend on the tone of your body language.

It's been said that almost 90 percent of your communication is done through non-verbal cues. If you're not displaying the right kind of body language, then the best openers and routines won't be able to help you!

The solution to this is simple: If you want to demonstrate high status, then you must know the secrets of giving off positive body language. When you do this, you'll be perceived as a confident and dominant guy!

Here are six ways you can show incredible body language around women...

### **#1- Eradicate weak body language.**

The first step to fixing your body language is to eliminate all body-language traits that are considered weak. Women can instantly detect a man who isn't confident, so in order to make INSTANT improvement, you MUST become sensitive to the body-language traits you're displaying.

For instance, some weak traits can include:

- λ Having your hands in your pockets
- λ Fidgeting or showing nervous energy
- λ Talking to people with your arms folded
- λ Slumping your head or shoulder down
- λ Looking uncomfortable in social situations
- λ Not taking up space
- λ Walking fast everywhere you go
- λ Leaning towards women during an initial conversation

What's interesting is that you can make dramatic changes to your body language simply by eliminating these behaviors.

## **#2- Work on your stance.**

The way you stand can have a huge impact on how people will think of you. Here are a few rules for how you should stand:

- λ Keep your chin and head up.
- λ Position your feet and legs at shoulder-length apart.
- λ Have your hands at your sides, or have only ONE hand holding a drink in front of you (i.e. in bar environments).
- λ Keep your back straight.

## **#3- Take up space.**

The confident guys of the world are NOT afraid of others. This is especially true in social situations.

An easy way to eliminate your fear is to subtly show your dominance and leadership by taking up space wherever you go. The good news is that this can be easily done.

Whenever you're in a public environment, try to spread out a little. Instead of folding inwards when you're surrounded by other people, position your body so you're taking up the most amount of space.

#### **#4- Be relaxed.**

A confident guy is somebody who can ALWAYS show a relaxed pose in any situation, so if you want to demonstrate high status, you must display a casual aura around women.

By displaying a relaxed (yet confident) attitude, you're demonstrating that the little things in life don't faze you.

Here are a few ways to do this:

- λ Concentrate your eyes on the person in the conversation.
- λ When talking to women at a bar, lean back and show that you're comfortable.
- λ Never let your eyes dart around a room.
- λ Spread out and look comfortable when sitting down.
- λ Breathe through your stomach instead of your chest.

By showing a relaxed pose, you demonstrate a LACK of nervous and inferior body-language traits



### **#5- Move deliberately.**

Low-status guys are jumpy and ready to please women. As a result, they end up displaying “needy” body language. Instead of showing that you’re “ready to please,” you want to demonstrate that you move on YOUR terms.

One of the core traits of a beta male is being a guy who is ALWAYS ready to do favors for women. If somebody needs help, the beta male will instantly come running.

Instead of showing this inferior personality trait, you should move slowly and with a measured attitude. By taking deliberate actions with every step, you'll force people to pay attention to your schedule, not theirs.

### **#6- Face away.**

You can say a LOT to women without even opening your mouth. If you’re like most guys, you walk up to a woman, invade her personal space, and make your intentions obvious. In short, you’re demonstrating the fact that you’re trying to “pick her up.”

When you’re first talking to women, you DON'T want to make your intentions obvious. Instead of invading her space on the initial approach, you want to put her at ease. The best way to do this is to avoid directly facing a woman.

One of the principles of body language is we tend to be uncomfortable by people who face us directly. So instead of positioning yourself right in front of her (or a group), you should approach her to the side. If you can end up

side-by-side or at an angle, you'll reduce her nervousness and tension. This will help show that you're not investing too much emotionally in the outcome of the conversation.

## Rule #17 – Show a Confident Smile

As I already emphasized in this report, your personal appearance is a MAJOR factor in attracting women. While good looks aren't mandatory, you must ensure that you're doing your best to display an interesting AND unique look. And a huge part of your appearance is displaying a confident smile when you're talking to a woman.

The truth is that the first thing a woman will notice about you is your smile. If you smile (and have a positive demeanor) around a woman, you'll increase your chances of attracting her. So from the FIRST moment you make eye contact with a female, you MUST give your best possible smile.

The only question is...*why is smiling so effective?*

Well smiling is effective for many reasons. When you're smiling, you're telling a woman these things:

- λ You enjoy her company.
- λ You like what she is saying to you.
- λ You are an upbeat person with a positive outlook on life.
- λ You're a fun guy.

As you can see, smiling is the cornerstone of a great first impression. In fact, I think it's one of the key steps towards attracting a woman. By smiling at a woman, you'll get her to like you. ***Here's why...***

If you've studied human nature, then you know that when people smile at us, we usually return the gesture. So when you smile at a woman, she'll probably give you one back. In a way, you've given her a subconscious reason to immediately like you.

So if you want to increase your success with women, make sure you're smiling when talking to them!

## Rule #18 – Have High-Status Speech

A lot times, it's not the words you say that's attractive to women...**it's how you say them.**

A man with a confident and powerful voice can be very seductive to a woman. Someone like this doesn't even really need to say that much. With just that sound of his voice, he can easily attract women.

**The way you speak to a woman** can often determine your success. Developing a powerful voice can be an incredible way to demonstrate a naturally-attractive vibe. When a woman is turned on by how you speak, you won't have to work as hard at thinking of stuff to talk about. That's why it's important to work on your speech and develop what I like to call "high-status speech."

In order to develop this behavior, there are four areas that you need to concentrate on:

### λ **Your Speed**

Guys often show their anxiety and nervousness by talking too fast during a conversation. The low-status males have a tendency to talk to women in a rapid-fire manner. This is usually the result of a feeling that they have a limited amount of time to impress a woman, so they feel the need to talk as fast as possible to cover the "important" things.

Unfortunately, rapid speech doesn't help demonstrate a confident personality. It usually comes out as a garbled mess that women find hard to follow. When talking to a guy like this, a woman is often left with her head spinning.

**A confident speech pattern is slow and clear.** A guy who talks this way doesn't fly through his conversation.

Instead, he knows the things he says are interesting, so he isn't too concerned with taking his time.

One of the best ways to develop this type of speech is to monitor your speed. You'll find that many times you talk too fast, especially in an uncomfortable social environment. When this happens, make it a point to cut your speed down to about half of what it normally would be.

Another great technique to try is the **deliberate pause**. This is a conversation tactic where you purposefully stop the conversation right before you say something interesting. It's a powerful way to get a person to hang on to your every word. Plus, a little suspense goes a long way. You want a woman to wonder what you're going to say next!

### λ **Your Volume**

The volume of your speech is another way to demonstrate your level of confidence. A superior alpha male speaks loudly because he knows people want to hear what he has to say. Conversely, a weak guy tends to have a soft, low voice.

In order for you to build attraction through your conversation, **you have to be heard**. If your voice isn't loud enough, then you'll quickly lose interest from women. This is especially true when it comes to noisy venues like bars or clubs.

Since you generally have to talk over ambient and competing noise, it's important to become comfortable with speaking in a clear, commanding voice. You may feel uncomfortable speaking this way, but trust me...you will be

quickly ignored if you try to engage a woman with a soft, meek voice.

Try practicing at home by reading from a book. Carefully read the words, and speak in loud voice in a natural manner without shouting. A quick tip is to pull the air from your diaphragm, not your chest.

### λ **Your Modulation**

A monotone voice can quickly put a person to sleep. A great example of this can be seen in the movie **Ferris Bueller's Day Off**. In one funny scene, the teacher (Ben Stein's character) puts his entire class to sleep with his monotone, boring voice. I mention this scene to relay one very important point...

#### **Don't talk to people like a robot!**

Nobody wants to listen to a voice with no emotion or passion. An expressionless voice does little to attract attention. It's actually one of the quickest ways to demonstrate that you probably live a boring existence.

To develop a more interesting speech pattern, you have to learn how to modulate your voice. To do this, practice using your voice to express different emotions. This can include humor, anger, sadness, and happiness. Furthermore, try fluctuating the volume and speech patterns whenever telling a story.

A great way to learn how to modulate is to listen to a famous comedian or radio personality. You'll hear how they can express a wide range of emotions through the power of their voice. Record some of these guys, and practice

talking like them. After awhile, you'll learn how to develop a rich voice that's full of interesting nuances.

### λ **Your Pitch**

Women go crazy over a deep voice. Now, most of us aren't blessed with a powerful voice, but it *is* something you can develop. Through a bit of practice, you can learn how to lower the pitch of your voice whenever you're in a social interaction.

The trick to deepening your voice is to speak directly from your diaphragm, not your throat. You should pull all of your sound from your core. Take deep breaths, and imagine the air being pushed out from your lower stomach. This is similar to the training done in the military. You're simply developing a commanding voice without taking any sound from your throat.

To practice this technique, place the palm of your hand on your diaphragm and speak. If you feel that the sound is coming from your throat, then you're doing it wrong. You want to feel a vibration emanate from your chest. Keep practicing until you can consistently pull sound from your diaphragm.

Some examples of men who are widely regarded as having attractive voices include:

- Winston Churchill
- Barry White
- Barack Obama
- James Earl Jones
- Sean Connery
- Howard Stern (*and many other radio personalities*)



Each of these men has trained their voice to provide a soothing sound to the listener. I recommend you listen to audio recordings of these guys and see how they use all four elements that I discussed in this section. You'll find each one of them talks in a slow, deep manner that uses a wide range of emotion.

## Rule #19 – Establish Strong Eye Contact

As I've said repeatedly, confidence is the key ingredient to demonstrating a high-status personality. When you approach with confidence, you dramatically increase your success with women.

You've already learned various means of displaying a confident aura, and you know that 90 percent of communication is portrayed via body language. However, if you only do one thing to display confidence, you must work on developing strong eye contact.

**Strong eye contact means a lot of things to women:**

- λ It shows that you're used to being in control.
- λ It demonstrates that you're not afraid of women.
- λ It provides the first example of high-status body language.

What I recommend is simple: Whenever you're out meeting women, allow your eye contact to hold SLIGHTLY longer than what's considered socially acceptable. In a way, you're acting like you're trying to figure out if you're looking at something you like.

What's interesting about this form of communication is that it sends a different message to people, based on their gender. Men will find lengthy eye contact to be a challenge or an aggressive action. On the other hand, women find these guys to be confident and sexual.

You can also use eye contact to approach women. Whenever you lock eyes with a woman, you can give her a simple smile. If she smiles back, you know she's probably

willing to be approached. Contrary to using openers, this is a more natural way to start talking to women.

Strong eye contact is a necessary ingredient to creating attraction. If you feel like you lack this characteristic when talking to women, then I recommend you practice. Simply follow the advice I gave, and you'll find that it's easier to display a more self-assured presence around women.

## Rule #20 – Develop the “Rock Star” Attitude

One thing I find interesting is how rock stars can easily score with women. From what I’ve seen, all a guy needs is a guitar or microphone, and he’ll have the pick of ANY woman around him. In fact, some rock guys literally have women *beg* them for sex.

From Led Zeppelin all the way to a local cover band, musicians have it easy when it comes to attracting women. All they have to do is get on stage, and women will become hypnotically captured by their presence.

You probably think that rock guys attract women because of their fame or money, but this isn’t the case. What rock stars have is the ability to stand out from the crowd. Unlike the average guy, these dudes know how to dress AND act in a unique manner. Furthermore, they’re good at projecting a mysterious image, which women eat up!

What I find interesting is that there are LOTS of musicians who really suck at their craft, but they still manage to attract HORDES of women! This theory holds true for even the crappiest cover bands at your local bars. While these guys are only playing the songs from other bands, they still know how to draw women to them like magnets. This goes to show that even the worst musicians have something which girls find incredibly seductive.

So what can you learn from this?

It's simple: Almost all rock stars succeed with women because they know how to stand out from the crowd. Unlike the average guy, they're not afraid to dress differently or demonstrate an outlandish personality.

While you don't have to play an instrument, you can learn a lesson from how rock stars act. To be more like them, you should do the following:

- λ Wear something unique.
- λ Be energetic and exciting around your friends.
- λ Talk to everyone.
- λ Have fun in any social situation.
- λ Demonstrate higher value.

The reason a "rock star persona" is successful is that it helps you stand out from other guys. In other words, when you display a positive, alpha-male personality, women will know that you're different.

**The reason is simple:** Deep down, ALL women want passion and excitement in their lives. It's for this very reason that romance novels are so successful. By displaying an outlandish personality around a woman, you stand out and represent the excitement she's probably missing in her life.

But there is something important you should know about being different: In order to be attractive to women, you should ONLY do things which are both original AND interesting. An easy way to do this is to observe how other guys act and do the EXACT opposite.

The more you stand out, the more women will notice you. So think of new ways to dress, talk, and act. If you can make them DIFFERENT from other guys, then you'll be viewed as a unique and attractive guy.

## Rule #21 – Lift Weights

As you probably know by now, when it comes to attracting women...**looks aren't important!** Even if you're balding or have a few extra pounds, you can still succeed with women.

But there is one important thing to remember...

While it's possible to attract women if you have physical flaws, you can increase your chances if you fix them. This is especially true if you get into the habit of lifting weights. By working out at least three times a week, you'll receive both physical and mental benefits that'll help your overall "dating game."

Here are a few reasons why weight lifting helps your success with women:

- λ Your confidence will improve as you realize that you're in better shape than the other guys who make no effort to improve their appearance.
- λ When you start to improve your body, you'll like yourself better. And once learn to love yourself, your overall demeanor and attitude will change. Eventually your improved self-esteem will translate into a positive attitude around women.
- λ Your health will improve. While being a physically-fit person doesn't directly correlate to your ability to attract women, there is something to be said about knowing you're on a pathway towards being healthy. When you have a great attitude about life, you'll become a fun guy to be around. In a way, your outlook will be another reason why you're attractive to women.

Don't worry if you're nervous about walking into a gym. Most of us have been at this point in our lives. The good

news is that most gyms offer guidance and training for new members, so all you have to do is register for a package, and you'll be shown the specific exercises which can improve your physique.



## Rule #22 – Get More Cardiovascular Exercise

In the last rule, I discussed the benefits of starting a weight-lifting regimen, and why it's important for your success with women. Now I want to shift focus and discuss the importance of cardiovascular exercise.

Personally, I think engaging in aerobic exercise is one of the BEST things you can do for yourself. From my own experience as a distance runner for over 18 years, I've found that people who are in shape have a happier outlook on life. But since this report is mostly concerned with improving your success with women, allow me to explain why a pattern of cardiovascular exercise will help you with dating and romance.

First, you'll be a calmer person. When you're getting regular exercise, you're constantly releasing endorphins into your body, which will help display a more relaxed and calm demeanor. A byproduct is that you'll be able to reduce a lot of the nervous energy that interferes with your ability to attract women.

Another benefit is that you'll be able to have more stamina in the bedroom. While many guys think regular exercise tires you out, the opposite is actually true.

**Regular exercise provides you with more energy...especially when it comes to sex.**

Unless you're training for a marathon, you can use your increased stamina to provide women with an incredible sexual experience.

The final reason you should exercise is because it provides you with a social outlet. Whether you're exercising in a gym or exercising outdoors, you'll have an opportunity to meet more people. As a result, you'll widen your social **circle by talking to athletic and interesting women.**

**Now that you understand the importance of exercise, let me suggest this...**

Try to exercise at least 30 minutes a day, three to four times a week. You can either do it on the same days that you lift weights, or you could try alternating days. By getting more cardiovascular exercise, you'll obtain many lifestyle benefits, and will have a distinct advantage over the many guys who are too lazy to bother with it.

## Rule #23 – Increase Your Social Circle

Many guys have the erroneous belief that meeting women ALWAYS involves going to a specific location and approaching strangers. The truth is that there is another way you can meet women without feeling the need to frequent crowded bars, and the solution is simple...

### **Improve your social life.**

By making new friends and contacts, you'll increase your opportunities for meeting interesting women. When you try to make friends with more people (especially females), your options for dating women will dramatically increase. In addition, an increase in the quantity of friends will provide an excellent opportunity to do new and exciting things.

The truth is that a lot of women are attracted to guys who have an active social life. Furthermore, by having more female buddies, you could have an opportunity to meet and date their friends.

If you're familiar with the psychology of women, then you know that they love to play the role of matchmaker with their single friends. By having a better social life, you'll develop platonic relationships with lots of women. Then over time, you'll have an opportunity to be set up with their attractive friends.

Since you have a "*personal recommendation*" from your women friends, it'll be a lot easier to break the ice with their friends. Unlike approaching a woman at a bar, these women won't be so wary about you talking to them.

But even if your female friends won't set you up with women they know, you can still meet their friends at social activities like a party or happy hour. And by creating a good social life, you'll see a dramatic increase in invitations to these events.

So remember this...

In order to increase your chances of meeting more women, it's important to get a healthy social life. Even if you know you're not attracted to a woman, make it a point to befriend her. She probably has a few cute friends that you can meet later on.

## Rule #24 – Know Where to Meet Women

*"Where are all the women?"*

This is a common question I get from a lot of guys. Typically, these men think there is some magical place they can go to meet the woman of their dreams. The truth is that the best way to find the right kind of woman is to go where she hangs out. Here's what I mean...

Let's just say you decided one day that you want to hunt for deer. Would you grab a boat and go into the middle of a river? Probably not! If you were smart, you would grab some camouflage and go into the woods.

A lot of guys don't take this analogy into account. Typically, they make the poor choice of looking for a SPECIFIC type of woman in places where she won't be. For instance, some men want a sweet, homebody type of woman, but the first place they look is their local bar.

**In essence, they're hunting for a deer in the middle of a river!**

If you're serious about trying to find a specific type of girl, you must be proactive and go to the places where she goes. In other words, if you want a "spiritual church girl," then you should put on your "Sunday Best" and head over to a church.

Now I'm not saying you'll never find a nice girl at a bar or club, but statistically speaking, you'll probably encounter

girls who like to party and have a good time. Usually settling down is the farthest from their minds.

To get started, sit down and form an image of your PERFECT girl. Then decide on the best places where she would hang out. For instance, here are a few types of women:

- λ Party girls
- λ Bookish, intellectual women
- λ Business and professional women
- λ Athletic girls
- λ Spiritual women
- λ Alternative and extreme lifestyle girls

If you're able to define your ideal woman, it becomes that much easier to envision the places where she goes. Then all you have to do is start frequenting the same spots where you'll likely encounter her.

## Rule #25 – Find a Good Wing Man

Recently, I saw that old beer commercial by Coors Light which joked about the importance of having a wing man. In this short advertisement, a guy is able to get with an attractive woman because his wingman was able to occupy her annoying friend.

In addition to being funny, this commercial got me thinking...

A lot of your success with women depends on your wingman. If you have a good wingman, the process of meeting and attracting women becomes that much easier.

What makes a good wing man? Well, I've boiled down the requirements to six characteristics. If you're able to find the perfect partner in crime, your success with women will dramatically increase.

So when you're trying to find a wingman, look for these six traits:

### **λ Shared Knowledge**

I have to be honest here: Meeting and attracting women sometimes involves various techniques and routines. (Like the ones discussed in the [Flirt Mastery](#) resource)

The perfect wingman should share your attraction knowledge, as well as be able to complement them. In addition, this guy should be able to work with you and help out with specific routines which demonstrate higher value.

For instance, you can demonstrate a lot of value with a woman by cold reading and doing mock psychic games. A

good wing will understand this routine and be able to help you out.

λ **He's your biggest fan.**

Meeting women is about teamwork.

In order to be a good wing man, you have to know each other's strengths. Then whenever you're around women, you should brag about each other's strengths.

This is important because women are turned off when guys brag about themselves, but they are attracted to men when their friends talk positively about them.

λ **He's equal to or better than you.**

Weak personalities tend to gravitate towards guys with lousy game. This is a direct result from a lack of confidence and a need to feel superior to somebody. But if you do this, your ability to attract women will never improve.

In order to improve your skills, you need to select a wingman that is equal to your ability. Perhaps he is even better than you.

By selecting a guy with a great ability to attract women, you can learn a lot by watching his routines.

λ **You complement one another.**

People like diversity. In order to attract beautiful women, you should hang out with a guy who has a different look and style from your own. By having a unique perspective



from your own, you can build on each other's knowledge and work together to meet different women.

### λ **You communicate.**

At the risk of sounding like a "Dear Abby" column, I have to say that an important trait of a good wingman is somebody who can communicate with you. Specifically, you should let each other know which women you're going after.

When you do this, you'll be able to help one another with your goals. In addition, you'll avoid the conflict which occurs when you both go for the same woman.

### λ **He handles obstacles.**

You probably know that the best use of a wingman is to handle the obstacles which arise when meeting a woman.

For instance, all women have friends who act as buffers. A good wingman will occupy their time, which allows you to isolate and focus on attracting the object of your interest.

The important thing to remember is that you should share the responsibility of "taking one for the team." So don't think it's ALWAYS your buddy's job to occupy the obstacles you encounter.

Since this guy can make or break your success with women, you need to choose carefully. If you can find a guy who has ALL six of these traits, then you'll have the perfect wingman for attracting women.

A good team is able share the responsibility. By assisting one another, you'll be able to achieve maximum results with women.

## Rule #26 – Use Anchoring to Create Memories

One of the earliest techniques used with seduction was the implementation of Neuro Linguistic Programming (NLP) to meet women. Many “*seduction gurus*” have long understood the importance of using basic psychological principles to make women more attracted.

To be honest, NLP is a hard concept for many guys to learn. Often, it seems hokey or too mechanical to work in the real world, but there’s one NLP I regularly use that can help you increase your overall success with women.

### **It’s called “Anchoring.”**

The idea of anchoring is simple: You take a neutral item that has NO emotional connection to a woman, and you use it to trigger a positive emotion within her. Through a shared experience, she’ll always think of YOU when she looks at this object.

With anchoring, you basically create a fun memory that floods her with positive emotions. Ultimately, this will get her to think about you when you’re not around.

This concept may seem a little abstract, *so let’s talk about an example of how anchoring can be used in your dating life:*

Whenever you meet a woman, it’s likely that some popular music will be playing in the background. To anchor this memory, start singing along with the song...OFF KEY! As long as you’ve already demonstrated high status, she’ll laugh and probably join in.

While I'm normally against doing anything that projects a low-status attitude, this technique can be a funny way for her to remember you. In fact, it's so powerful, she'll think of you WEEKS later when she hears this song.

Here's an example of how it works:

Over a year and a half ago, there was that dreadful song "*You're Beautiful*" by James Blunt. One day, I was at a bar talking to a girl when the song came on. I started this whole bit about how I thought James Blunt was gay and they should play this song every time somebody acts a little "fruity." I finally started singing the song in this high falsetto voice.

While this might seem a bit weird, it really connected to this girl. I hung out with her a number of times after that night, and every time I saw her, she would start singing "*You're Beautiful*" in a high voice whenever somebody started acting a little gay.

The way I anchored that song created a frame of reference that was really powerful. To this day, I bet she still cracks up every time she hears that song.

The point is simple: When you meet a woman, you want to stand out in a positive and funny manner. And a great way to do this is to anchor some popular song that she'll often hear when you're not around.

## Rule #27 – Always Tease

As you've learned in this guide, being a nice guy gets you nowhere with women. The reason is simple: Women are NOT attracted to guys who behave in a submissive manner. In essence, being a nice guy will end up boring a woman to tears!

But there's something to remember about this philosophy. While it's crucial to not be too nice, it's equally important to not come across as an arrogant jerk.

*So this presents a unique challenge.* Around women, you must find that sweet spot between being a challenge while not acting like an ass.

What's surprising is that the solution is fairly simple. Whenever you talk to a woman, you MUST display a humorous but slightly-teasing attitude. In other words, you say funny things while generally treating a woman like your "bratty little sister."

Now a lot of guys get confused about how humor should be used around women. Basically, they're not sure why they should use it, or why it's important.

Being funny is directly related to being perceived as a fun guy. As a result, if you can project a humorous attitude, women will have fun around you.

This is true even if you're teasing her. If you create nicknames for her and not act afraid to make a few jokes at her expense, you'll increase your chances of attracting

her. While making fun of a girl might seem counterproductive, there are concrete reasons why it works:

- λ You're demonstrating a high-status personality by not acting like the "nice guy" who is concerned with pleasing her.
- λ You're showing a sense of humor and a playful attitude.
- λ You're reversing traditional gender roles by putting HER in the position of the pursuer.

Teasing a woman can include a lot of things. For instance, you can give her a nickname or use your body language in a humorous manner. The key is to use your humor in a way which makes it seem like you don't care TOO much about what she thinks of you.

By teasing a woman, you're creating a situation where she's unsure if you're attracted to her. As a result, she'll think of you as a challenge and will start to subconsciously prove herself.

In the end, teasing a woman can be one of the best ways to build attraction and take an ordinary conversation to the next level.

## Rule #28 – Tell Great Stories

If you're like other guys, there will be moments in a conversation where you can't think of anything to say.

What sucks is that you could be talking to a great woman, and your mind suddenly goes blank. You literally have nothing to talk about. Once this happens, you can say goodbye to any chance of attracting her.

The good news is that there is a way to completely captivate her attention during a conversation. All you have to do is utilize the power of storytelling.

**It's human nature to LOVE STORIES.**

*Think about it...* There have been times when you've been completely enthralled by a person because he or she was able to tell a really interesting story.

**You can do the same!**

By telling her entertaining stories with you as the central character, you'll completely captivate her attention.

In order to tell a good story, you have to first think of different incidents and scenarios which a woman will find both interesting and entertaining. Then practice telling these stories around people. The important thing is to get to the point where you can **tell this story as a reflex**.

You might think you should use a different story every time you talk to a new woman, but that's not necessary. If you have a good enough story, learn to tell it to every new woman you meet. Although you might know the story by

heart, it'll be entertaining to any new woman you've just met. This is especially true when you know the story cold.

For instance, one story I often use when I meet a woman is about the time I was running and almost got hit by **Bruce Springsteen** when he was driving his car. I craft the story in a humorous way with him giving me the finger and my reaction. Since this happened MANY years ago, I've had a lot of experience telling it and making it really entertaining.

You can also entertain women with your stories. Just sit down and craft a bunch of interesting tales. Then practice telling them every time you meet a woman. I promise you'll like the reactions you get. *[In [this course](#), there's a step-by-step plan for using stories when you're talking to a woman]*



## Rule #29 – Assume Familiarity

To make a woman feel like there's an intimate connection, you have to build rapport. Now creating rapport is about making her feel like she's known you for a long time and has a special connection with you.

Just think about how you act with your buddies: You don't ask standardized questions about their lives...you just *talk* to them!

Of course, you should refrain from treating her like "one of the guys" (this goes without saying), but do try to make her feel less like a stranger.

If she's resisting your friendly presence, then it's going to be hard to become intimate. Odds are she suffers from a hardened trust system, and you should tread lightly if you want this to work. Patience is the key to success with women who hold strong barriers.

If she's trying really hard to resist rapport, focus your questions more on your immediate surroundings, and less on getting-to-know-you. Comment on the song that's playing, or how loud the venue is. You'll know when she's finally warming up to you.

The art of assuming familiarity with a girl is choosing the right words. This goes beyond the topics you discuss to include what you actually say. Choosing words such as "we" or "us" when speaking to her will subconsciously indicate a sense of connection within her.

Physically speaking, you can do things that show how you'd like to get to know her. *For example*, let's say you're in a bookstore. Ask to look at the book she's holding, and

at the same time, tell her to hold something for you. This demonstrates that you're comfortable around her, and it builds rapport by physically giving and taking.

## Rule #30 – Be Sexual

When it comes to dating, women WANT some excitement. Unfortunately, this isn't what they usually get from guys.

A major mistake that men make when they first meet a woman is to discuss “safe topics.” In an effort to not offend a girl, most guys will only discuss things like her work, background, or what she does during her free time.

The problem is that these topics do NOTHING to build rapport or attraction. Instead, they create a conversation that is similar to a boring job interview.

**In essence, they're terrified to talk about SEX!**

Now I understand that you might be one of those guys who are worried about offending a woman, but if you want to build sexual tension, then you MUST bring up this topic early in a conversation. This means that when you first meet a woman, you shouldn't shy away from joking about sex or using a few sexual innuendos. *[But NOT about her...just in a general manner]*

What I find interesting is that women think about sex as much as men, and perhaps even more! However, most don't want to be regarded as promiscuous or “easy,” so they generally avoid the topic.

The good news is that you can easily tap into a woman's inclination to discuss sex if YOU have the courage to bring it up. By discussing the topic in a “non-creepy” manner,

you can joke about sex while NOT making her uncomfortable.

What I found to work best is to tell a story related to *“one of your friends.”* Simply discuss a humorous incident, and get her feedback about similar occurrences in her own life.

The key here is to bring up the topic in a way that is not lewd. If you do this correctly, you can steer a conversation towards the topic of sex, while maintaining her levels of comfort.

Just remember that you WANT a woman to think of you as a potential dating partner. By introducing the topic into a conversation early on, you'll be perceived as a sexually confident guy, and this will help increase your chances of “getting physical” with the women you meet.

## Rule #31 – Create Great Sexual Chemistry

At some point in your life, you've probably heard this term. For a lot of guys, this phrase represents the holy grail of all interactions with a woman. If you're able to create sexual chemistry, then you have a virtual lock on getting her into the bedroom.

*But how do you create it?* Well, there's a simple truth about sexual chemistry: A woman's desire for you starts WAY before you've even met her.

During her formative years, a woman develops her tastes for what she specifically likes in a guy. So if she is attracted to someone who is "tall, dark and handsome," then you won't initially create sexual tension if you're a short, ugly, albino dude.

Every girl has her own particular taste in a guy. You can't control it, and you won't know what she likes until you approach her. As a result, it's important to fix what you can, and display a top-notch personal appearance. Then once you know you're "looking your best," you can work on a REAL way to create sexual chemistry.

While looks are initially important to a woman, you can still create a spark of attraction if you understand the principle of SEXUAL TENSION.

Attractive women are used to men acting like nice guys and kissing their asses. In order to trigger her "attraction switches," you should understand that deep down inside, a

woman wants a guy who presents a challenge. That's what you're doing when you create sexual tension.

A conversation should involve subtle techniques for pushing a woman away, THEN pulling her in. One minute, you're touching her and providing a pleasurable experience. The next minute, you're pushing her away and teasing the hell out of her.

The important thing to remember is that a conversation NEEDS tension. By giving her mixed signals about YOUR attraction, you're NOT providing a way to resolve the tension that you've built.

There is an important reason for creating this tension. At some point, you want to help a woman understand that the ONLY way to eliminate this tension is to take things to a physical level.

In other words, with sexual tension, a woman feels excited and has conflicting feelings. She thinks you might be attracted to her, but isn't quite sure. Only by taking things to a physical level will she resolve the tension that's been built.

Remember that sexual chemistry is an important ingredient to a conversation. Whenever you meet a woman, you should focus on creating enough tension that'll increase her levels of attraction. Then sit back and watch as she works hard for your attention.

Also the ENTIRE [Flirt Mastery](#) course is designed around the concept of sexual tension. So be sure to check it out if you're still not sure how to create it.

## **Rule #32 – Initiate Physical Contact**

If you want an interaction with a woman to lead to sex, you MUST establish physical contact!

The simple truth is that a girl won't want to be intimate unless you first make her comfortable with your touch. And once she's grown used to your contact, it'll become easy to transition into kissing her and leading things towards sex.

What's important about physical contact is that it should be established in the first few minutes of a conversation. The problem is you have to do it without being perceived as *"the creepy guy."* An easy way to initiate contact is to do so in a natural manner, and here are five ways to do it:

### **#1- Touch her to emphasize a point.**

During the first few minutes of a conversation, the touch barrier can be broken by emphasizing a point. All you need to do is lightly touch her arm or shoulder in a normal, non-aggressive manner.

The important thing is act casual about this action. Don't call attention to it or allow your touch to linger. Just make it seem like a normal extension of your demeanor.

### **#2- Do a personality test.**

Personality tests are great for building attraction and demonstrating higher value. However, they're also incredibly useful for touching a woman.

For instance, a palm reading test requires hand-to-hand contact. You can touch the sensitive parts of a woman's hands while demonstrating a skill. Then, after demonstrating this skill, you should give her hands back. This will show that you're not trying to grope her.

### **#3- Play games with her.**

Playfulness is an important part of ALL conversations. One of things that women want in a guy is a great sense of humor, so "playing games" with a woman can help you demonstrate humor while breaking the touch barrier.

The technique is pretty simple. When you're first talking to a woman, you want to do specific things that'll require touching her. For instance, you could initiate games like thumb or arm wrestling, the slap game, or drawing on her arm.

As long as you act playful while doing these games, it'll be easy to touch her.

### **#4- Banter with her.**

This is similar to the principles of teasing that I mentioned before. For instance, you can give her a quick high five, shove her lightly on her shoulder when you're joking around, or give her "bump-hip check" when you walk by her. Also, if you're walking together, you can playfully walk her into objects.

By actively playing around, you'll quickly create some serious sexual chemistry.



### **#5- Do chivalrous things.**

If you're walking together somewhere, you can easily establish physical contact while showing chivalrous side of you. For instance, you could do these things:

- λ Open a door, and lead her in with your hand on her lower back.
- λ Offer your arm as you're walking into a place.
- λ When you're walking through a crowd of people, be the first to go through it, and offer your hand to guide her through.

As I stated at the beginning of this tip, physical contact must be established within the first few minutes of meeting a woman. If you implement touching into your interactions with women, you'll be able to break this barrier in a simple yet effective manner.

## Rule #33 – Build Rapport

As I've discussed throughout this book, attraction isn't about a smooth opener and five minutes of conversation. It's about creating that spark of chemistry, building comfort, and moving to a private location.

**All of this is called "rapport."**

*What is rapport?* When it comes to women, rapport is being "in sync" with her and sharing heightened levels of attraction. When it occurs, you can quickly build her levels of trust, and this can often lead to an intimate experience.

When you establish rapport with a woman, it becomes easy to get her number, set up a date, or even go home with her. So obviously rapport is something that **MUST** be built during the comfort stage of a conversation. If she trusts you and feels a **CONNECTION**, then you'll increase her levels of attraction.

Rapport can be created by doing a few different things. For instance, here are some ways **YOU** can build rapport with women:

- λ Discuss common interests and hobbies.
- λ Establish physical contact.
- λ Tease her in a playful manner.
- λ Discuss interesting stories which demonstrate higher value.
- λ Talk about the fun things you **COULD** do together.

- λ Look for her “Indicators of Interest,” and escalate the conversation from this information.

After you’ve been talking to woman for awhile, you must move into the rapport-building stage. Then, once she becomes comfortable, you’ll discover it’s easier to escalate her levels of physical attraction.

## Conclusion

Forget what your mom told you about women, and definitely don't listen to what your buddies think. Attracting the female sex truly is an art form, and these 33 rules to attraction lay the foundation for your success.

Throw out yourself doubt, and know your worth. Fix your sticking points, and don't let the fear of rejection hold you back. Everything in life is a learning experience, but you can't expect to perform better without any practice. As long as you have the confidence to succeed, nothing can stop you.

If you *really* want the edge over your male competition, make sure to check out the [Flirt Mastery](#) site! Included in its pages is additional information on ways you can improve your conversation skills in no time. After all, when it comes to picking up women, you can never know too much!

Good Luck!